



SANTA ROSA COUNTY TOURIST DEVELOPMENT OFFICE

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8543 Navarre Parkway | Navarre, Florida 32566

Request for Proposals For Advertising/Marketing Services

Notice is hereby given that the Santa Rosa County Board of County Commissioners is calling for and requesting proposals for Advertising/Marketing Services for the Santa Rosa County Tourist Development Office.

All proposals must be in writing and delivered by hand, courier or mail to the Santa Rosa County Procurement Department, 6495 Caroline Street Suite G, Milton, Florida 32570.

Proposals must be received by _____. All proposals shall be sealed and clearly labeled, "**RFP-Advertising/Marketing Services – TDO**". Submittals shall include one original, 11 copies of the proposal and one USB flash drive with the full proposal included, (each document must be in an individual PDF). Only proposals received by the stated time and date will be considered. Proposals received after the time set for opening will be rejected and returned to the submitter.

Specifications may be secured from Santa Rosa County web site (www.santarosa.fl.gov/bids) or at the Santa Rosa County Procurement Department at the above address. Telephone: 850-983-1870.

Questions concerning this request should be directed to Ms. Julie Morgan at (850) 981-8900.

The Board of County Commissioners reserves the right to accept or reject any and all proposals in whole or in part and to waive all informalities.

Santa Rosa County Board of County Commissioners encourages all segments of the business community to participate in its procurement opportunities, including small businesses, minority/women owned businesses, and disadvantaged business enterprises. The Board does not discriminate on the basis of race, color, religion, national origin, disability, sex, or age in the administration of contracts.

By order of the Board of County Commissioners of Santa Rosa County, Florida

Legal Notice

One issue - _____ -Press Gazette, _____ Navarre Press, and _____ Gulf Breeze News.

Bill and Proof to Santa Rosa County Procurement Department, Attention: Jayne Bell or Henry Brewton
6495 Caroline Street, Suite G, Milton, Florida 32570.

Minimum Specifications
ADVERTISING/MARKETING SERVICES

INTRODUCTION

Santa Rosa County Request for Proposals (RFP) for advertising, marketing and public relations services by an Advertising Agency/Public Relations firm for the Tourist Development Office.

SCOPE OF SERVICES

- To create annual and long range marketing/action plans to reach targeted markets
- Firm will recommend mix of advertising, public relations, promotions and collateral required and provide creative advertising concepts and strategies.
- Design and produce print, broadcast, online and all collateral materials
- Develop media plans (both traditional and online)
- Recommend and oversee web site content development to complement marketing initiatives and increase interactivity/functionality
- Provide detailed public relations, publicity and promotional plans to stimulate tourism including cooperative advertising opportunities
- Outline tracking recommendations
- Present detailed estimates and budgets for all proposed projects
- Attend Santa Rosa County Tourist Development Council Board of Director's meetings and committee meetings monthly.

Note: Social media (Facebook, Instagram, and YouTube) is handled in-house. Agencies will coordinate with staff so that public relations and marketing campaigns/pushes can complement each other.

(Adjustments may be made to the above list, due to budget and time constraints.)

This includes all advertising agency services, website design and management, all marketing campaigns, media advertising, marketing collateral, grants, displays, videos, trade shows, etc.

PLEASE PROVIDE THE FOLLOWING INFORMATION

1. Date your agency was established.
2. Explain your agency's status: fully independent, a branch office, subsidiary, member of affiliate network, etc. If you are a subsidiary list the parent company and your relationship.
3. If you have more than one office, indicate which office would serve this account.
4. List the personnel in the agency who would manage, have prime responsibilities for and final authority on this account.
5. Indicate the total number of full-time staff, by department. (Do not include consultant, freelance, part-time or contract services staff.)
6. Describe who are your "in-house" capabilities for art, television, radio, web and copy production and media planning and buying.
7. What is your agency's major emphasis? (Are your major strengths in PR, media buying, art/creative)
8. Describe your firm's use of research in the development of the brand and for travel and tourism creative campaigns.
9. What method does your firm utilize for tracking leads and determining ROI?
10. How do you charge for your services?

Briefly describe your standard billing policies:

- Would you prefer a net, flat fee or per project arrangement, and if so, how do you compute the fee for each?
- Also see scope of services in RFP, and price accordingly.

Qualifications

- A brief business background and experience summary for each of your key officers and department heads. Key personnel must have a minimum of seven years tourism related experience.
- A list of current clients.
- A list of accounts you are currently handling which may be perceived as a conflict of interest to the SRC TDO. (If you are currently representing/contracting with a neighboring county geographically adjoining Santa Rosa County or list of lodging establishments you are currently representing in SRC.)
- A history of experience directly related to tourism marketing. Must include examples of how your firm has increased bed tax revenue for a TDC/TDO or destination.
- Need to have an in-house web developer
- Need to have an in-house PR director
- Need to have an in-house digital/media director